

Lecture Inglese
STIM

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The future of travel retailing

Disintermediation is the **ability of tourism suppliers to use information and communication technology to communicate directly with clients**. The American Association of Travel Agents **highlighted the value of this phenomenon** because it's easier even for **customers** since they're **saving time researching** and **they're finding cheaper options easily, plus this system eases last minute booking**.

In 2012, **Dream Capture** launched and presents itself as an initiative that **unifies the retail activity with the technological advances**. It aims to give the customer a personalized service, available whenever they want and **consists in a meeting** between a travel consultant and the client.

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The advertisement as a genre

There's not a single definition that comprise all forms of advertising, but **they can be categorized as:**

- ★ **Consumer brand advertising:** includes **ads for a brand or a product**
- ★ **Corporate advertising:** **promotes the company** or the corporation **instead of focusing on a single brand or product**
- ★ **Direct response advertisements:** encourage **people** to get **in touch with the company through an 800 number**
- ★ **There are also non commercial ads** such as **public service announcements** (PSAs) that promote social initiative like dissuading people from using their phones while driving or from using drugs.

The different constitutive components of advertisements:

The traditional print advertising consists in a:

- **Main visual** with a **person or a scene taking up most of the advertising space**
- A **tag line** that's a **short text aimed at creating a memorable phrase** (What else? nespresso)
- **Headline** that's a **shorter attention-catching text** often **written in a large font**
- In addition to the headline an advert features a **sub-headline**
- Advert also features '**copy**' that **consists in a longer text that introduces the product or the brand**. When drafting copy, **the elements to keep in mind** are:
 - **Consumer benefit**
 - **Reason why** (the advances that make the product better)

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- **Support evidence:** proof that supports the credibility
- **Tone of voice**
- **Target**

Engagement Marketing

There are **some marketing activities** that **involve the participation of the customer** (engagement) during and after the shopping experience. Sometimes, **customers feel like part of a community of users of a specific brand** or product: **these communities are called 'tribes'** and if the marketing strategy tends to establish these relationships between customers, we talk about tribal marketing. **An example for 'engagement marketing' is experiential marketing** which **relies on customers' live experience that involves the five senses:** a customer can smell a perfume, taste the food or even touch something. Experiential marketing it's also known as participation marketing and **is all about direct engagement with consumers and interacting with them in a memorable way.**

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Retail

- **Big Size: Malls**
 - **Ipermarkets** (they are large scale of supermarkets often owned by carrefour or walmart)
 - **Supermarkets**
 - Department Stores (they have multiple floor stores and they are divided into genre's departments)
 - Independent stores
 - **Chain Stores** (like Zara)
 - **Big Boxes** (they are shaped like a big box and are usually located in outskirts, some examples are IKEA and LEROY MERLIN)
- **Small Size: Urban Retailers (brick and mortar stores - negozi fisici)**
 - Stores
 - **Mom and Pop** retailers that are usually run by an individual and his family
 - Flagship stores are the most representative store of a brand.
 - **E-Tailers** (online retailers)

Retail is the final part of the supply chain because **it brings products and services to the final consumer.** Nowadays, millennials (81-96) prefer to shop online but also in brick and mortar stores if they receive the right kind of engaged experience. So **in this new environment stores have to be:**

- **Experiential** like a makeup store where customer can **enjoy some trials**
- **Functional**, such as stores that sell products that are sold online but **customers seek the expert advice of staff** like Apple Stores.

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There are 3 key criteria retailers must deliver:

- **Simplicity**: for which there must be a **balance between scarcity and choice** because **some choice is good while too much choice it's paralyzing**.
- **Authenticity**: for which **product purchasing is linked** with the **recommendations of trusted people**.
- **Intimacy**: since millennials are looking for social interactions and offline connections, **the store staff can deliver an engaging experience through that personal connection** and for achieving this it took more than just hiring the right staff team. A shining example **is Apple stores** where customers are greeted and directed to what they are looking for and store staff really cares, as a result they sell more than other American retailers.

The key to achieving these big 3 important key criteria **is understanding customer context**.

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International trade

This case study focuses on the **HSBC Group** (one of the **largest trade services organisations in the world within an international network of banks that uses advanced technologies**), which is able to develop partnerships with organizations either trading or wishing to trade overseas.

International trade is part of everyone's everyday life because **thanks to that supermarkets and shops provide a vast array of goods and services**, after several processes and partnerships that have formed. **Without the international trade business world would be small and everyday products would be simply not available**. Some global brands: Coca Cola, Nestle, Heinz and Ford.

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Logistic

Logistics includes activities of control, storage and movement of goods in fact it involves inventory management in the warehouse, the handling of raw materials, the transportation and organization of delivery. There are many players in the logistics world like **FedEx, DHL and GLS that provide all services to transport goods from place to place providing packing, insurance, tracking plus they own trucks, aircraft and ships**. Logistics **is particularly important for e-commerce** business especially for Amazon and Ebay that are considering creating their own logistics organization integrated with shipping services.

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Branding

Branding is the creation of a unique identity for a company in the consumers' mind since the higher the possibility of being recognised, the longer the life of a company on the market. **Two main concepts** lie at the basis of branding strategy: **brand image and brand identity** *that refer to the perception of the brand on the market.* A major achievement for a company **is the brand loyalty** i.e consumers' loyalty that's definitely the result of hard work.

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E. Marinella

E. Marinella is **a little English corner situated in the waterfront neighbourhood of Naples**, Via Riviera di Chiaia. **The brand philosophy is** to remain humble in life and to **maintain a timeless style**, this is reflected in their design that's inspired by British men's elegant clothing. This family-operated Neapolitan shop has **expanded its business in Rome, Milan, Tokyo, NY, Paris and Barcelona** and in addition a milestone for this brand was exhibited at the Museum of Modern Art in NY. This brand and its recognition **gives a positive and important image of the city of Naples** and the 'made in Italy' clothing.

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Curriculum Vitae and R sum 

A curriculum vitae describes professional skills and professional **experience** and **comprise a series of information** including the **education, degrees, honours, work experience** and **current professional affiliation**. A **similar document is called r sum ** that **tends to be shorter** because **it highlights qualifications for the job a candidate is applying for**; many employers prefer r sum s because they offer the opportunity to check immediately the relevance of a candidate.

The section of a r sum :

- ★ **Heading**
- ★ **Career objective**
- ★ **Summary of qualifications** (skills)
- ★ **Education**
- ★ **Experience** (in a chronological order)
- ★ **Skills and activities**
- ★ Achievement, awards and **honours**.